

SCHOOL OF
FINE AND
APPLIED ART

Sir George Williams College

THE PURPOSE of the School of Fine and Applied Art is twofold: **First:** the development of talent and appreciation in the various branches of the fine arts, including drawing and sketching; colour work in pastel, water-colour, tempera and oils; etching and wood-cutting; modelling and sculpture; **Second:** the discovery and training of artistic talent in the field of applied and commercial art in all its branches.

Many individuals desire to study art, to develop skill and appreciation, as a means of creative self-expression. This occupation of part of one's leisure hours in the study of art not only provides great personal satisfaction and pleasure, but also contributes in no small measure to a cultural education. Through the media of charcoal, crayon, pastel, water-colour, oils or clay, the student learns to **create**—not merely to copy, and to experience thereby a feeling of personal achievement. This sense of having achieved is one of the great experiences of life and contributes in a large measure to happy, abundant living.

Others feel that applied and commercial art offers unequalled opportunities for a successful professional career. For these the School of Fine and Applied Art must serve two functions. It first provides students with an opportunity of discovering whether or not they have sufficient talent to warrant the time and expense of professional training. And then, having assured itself of this fact, it makes available for its students the wide and varied instruction in all the branches of art so necessary to the commercial artist. This training must include not only the fundamental techniques of drawing and colour, but also specialized instruction in design, advertising lay-out, figure and fashion drawing, lettering, poster design, magazine and press illustration, etc.

DRAWING

Fundamental to all branches of art—fine or commercial—is the development of skill in drawing. Keeping in mind the student's ultimate aim in studying art, the instructors endeavour to assist the student to attain proficiency as rapidly as talent will permit. Choice of media is allowed the student, but usually elementary students commence with charcoal, going on later to sanguine chalk, pencil, pen and ink, and opaque and transparent wash.

In drawing, the students learn and are taught to apply the principles of perspective and proportion, line, light and shade, composition and design. Effort is made to stimulate and develop the ability to observe form in all its aspects and the appreciation of the artistic possibilities in common, as well as uncommon, objects.

In the morning sessions, students work from the antique and still life. Exercises in composition, use of various media, etc., are assigned. Practice is given to fine art and commercial art students in problems related to the field of their special interests. In the afternoon sessions portraiture and figure drawing from life are given. Anatomy and caricature,

costume and draperies, are used as means of developing rapid observation and accurate draughtsmanship. This aim is not the sole objective in drawing. Mere literal truth is not "expression", and it is the latter which is the central aim of the instruction in the School. Accurate draughtsmanship, however, is a tool which accompanies the development of the creative sense. For this reason it is given a major place in the programme of the School.

COLOUR

Instruction is given in the principles and use of colour harmony and design, and in the techniques of artistic expression through the use of pastel, water-colour, tempera and oils.

Colour, to most people, is undoubtedly the most interesting phase of expression. Through the various colour-media the student is able to create in an infinite number of ways. For this reason, the School does not follow the conventional practice of refusing to allow students to work in colour until they have "mastered" black and white techniques. Rather, it encourages students to experiment with colour almost as soon as they have commenced work in drawing.

Colour practice is offered in still life, portraiture, figure painting, costume design, landscape painting, poster design, magazine advertising, story illustrating, and interior decoration. Special instruction is given in colour harmony and organization, and the special techniques of each of the colour-media. During the appropriate seasons, an outdoor sketching class is held in which students draw and paint directly from nature and carry through their work, under guidance and criticism, to the completed picture. Commercial art students are given a wide range of projects related to the various aspects of advertising and commercial art.

PORTRAITURE

Portraiture has always been a very fascinating branch of art. To be able not merely to reproduce what the camera can record, but to express upon paper or canvas what one feels about the personality of the sitter—to observe and render character, is an ambition which is cherished by every artist.

To one who looks forward to a career in the field of advertising art, too, ability in portraiture is almost an essential. The appeal of many advertising illustrations is based upon the effectiveness of a portrait rendering—or a figure in which the facial characteristics are the chief appeal.

The School provides, in an adequate manner, for both fine and commercial art students in the field of portrait painting. All portrait work is done from life, and frequent changes of models insure that the students are provided with a wide variety of types.

MODELLING AND SCULPTURE

Thorough instruction is offered in the art and mechanics of modelling and sculpture. Clay modelling is done from casts of antique sculpture, natural objects, and life.

Students are taught how to put up clay, construct armatures, build up figures, and cast in plaster. A knowledge of drawing is essential to students of sculpture. Provision is made, therefore, for the necessary instruction to be given in the drawing studio.

A special class in clay-modelling, and soap carving, is conducted on Saturday mornings for school children. In this class some very interesting work is done.

The modelling and sculpture studio is well-equipped. Regulation modelling stands, equipment for making armatures, etc. make the studio a real workshop.

While the courses in sculpture provide for those who are desirous of following a creative hobby, they also offer adequate training for those who are thinking seriously of sculpture as a profession.

COMMERCIAL AND ADVERTISING ART

Today, more than ever before, Commercial Art offers attractive opportunities for a successful career. The tremendous growth of advertising in the past few years, and the increasingly important place of the artist in the growing profession, opens up a wide range of possibilities for those whose talent and interest lie in this direction.

Advertising is now ranked as one of the ten largest business enterprises on the North American continent, spending, according to the latest statistics, more than two billion dollars per year. When one considers the vast amount of advertising material which is prepared every day of the year, and the large part of this material which is produced by the artist, the importance of commercial and advertising art as a vocation will readily be appreciated.

The subject-matter of commercial art is very extensive. In the so-called graphic arts alone are to be found lettering, typography, etching, aquatint, mezzotint, linoleum block printing, wood block printing, wood engraving, book designing and making, posters, advertising, etc. Then there is fashion design and illustration, design for textiles, pottery, ceramics and porcelain, stage design, interior decoration. A business or industry which does not require the services of an artist can hardly be mentioned.

The School provides the fundamental training necessary for any of the branches of commercial and advertising art which have been mentioned. Specific instruction is offered in drawing, colour applied to commercial and advertising problems, pen and ink drawing, black and white wash, lettering, advertising design and layout, fashion drawing, illustration and poster design.

The Commercial Art Studio is equipped with commercial type artists' tables as well as studio-type easels. A visit to this studio will find the students working at a variety of projects—each in a field of special interest to the student concerned.

Poster Design: Instruction in poster design ranges from the design of ordinary show cards to advanced work including the bill-board, street car card, public signs, booklet and folder cover design and construction, etc., with methods of commercial reproduction. Even in its elementary stages, poster work provides the student with skill from which he may draw financial returns.

Fashion Drawing: Instruction is given in catalogue and merchandise illustration, particularly dealing with men's, women's and children's fashions.

Lettering: The student specializing in lettering acquires in a very short time a skill which will prove commercially profitable. Every commercial artist, however, must acquire skill in lettering. The student learns the classical and modern alphabets, and studies their use and adaptation to artistic design.

Illustration: The illustration of articles and stories in magazines and books is a major field of specialization. Instruction is given in this field to advanced students.

Advertising Design and Layout:—A great deal of information regarding what has come to be known as the "science" of advertising is provided for the students in the commercial art department. This information has to do with the choosing of effective appeals, the advantage of the different media, e.g. newspapers, magazines, posters, etc., the use of harmony and balance, typography, border arrangements, etc.

Mechanical Production of Art: Engravings, halftones and line-etchings, colour-printing, methods of graphic reproduction, water-colour and printing inks, selection of paper, etc.

FACULTY

The instructional work of the school is under the direction of Mr. James McCorkindale, a graduate of the Glasgow School of Art, who has established a reputation in Montreal as a painter in both fine and applied art. Among the honours and awards won by Mr. McCorkindale at the Glasgow School were: scholarship winner for four successive years, and the Sir Francis Powell prize for landscape painting in oil. He

has done decorative art work for the C.P.R. at Lucerne-in-Quebec, and murals for theatres in Montreal, Toronto, St. John and Halifax. Mr. McCorkindale gives personal supervision to every student in the School.

The instructor in modelling and sculpture is Mr. O. S. Wheeler, B.A. (Bishop's College), who received his professional training under the Royal Canadian Academy, Cooper Union, Beaux Arts Institute of Design, and the National Academy of Design, New York.

A staff of competent assistants, varying in number according to the size of the classes, is maintained. These assistants are under the direct supervision of the Director of the School.

SOME POINTS FOR CONSIDERATION

In choosing the School of Fine and Applied Art of the Sir George Williams College, students may take into consideration the following points:

1. The School has three studios in continuous operation, each especially equipped for some one main branch of art. Instructors are provided in each of the studios.
2. All instructors have had excellent professional training, and are themselves successful practicing artists. Their instruction is based upon a first-hand knowledge of modern practices in fine and applied art.
3. Courses of study are arranged to give to each student a broad and thorough training in the techniques which are fundamental to both fine and commercial art. Liberal choice for specialization is offered. Courses are practical, there is no wasted time, and emphasis is continuously placed upon creative work.
4. Classes are limited in size in order to assure individual attention for each student.
5. The School of Fine and Applied Art is one of the six schools conducted by an educational institution which has an average annual enrollment of 1,000 students. The reputation of the Sir George Williams College, established for 62 years, insures that a high standard be maintained in each of its schools.

MODELLING AND SCULPTURE

Hours and Fees

Day Classes

Mondays, Tuesdays, Thursdays and Fridays, 9:30 to 12:30.....	\$15.00 per month
With drawing, five afternoons per week.....	20.00 per month

Evening Classes

Tuesdays and Thursdays, 7:30 to 9:30.....	7.00 per month
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GENERAL INFORMATION

EQUIPMENT AND SUPPLIES

The School provides an easel or drawing table for each student. Paper, charcoal, colours, etc. are provided by the student. Each student is required to purchase a regulation portfolio, from the College bookstore, in which all work is to be kept. The bookstore, located on the 3rd. floor of the building, carries a complete line of art supplies. The authorized paper, colours, etc. cannot be obtained elsewhere in Montreal. Prices are extremely moderate.

STUDIO HOURS

Mornings	Mondays to Fridays, inclusive	10:00 to 12:00
	Saturday morning, special class	10:00 to 12:00
Afternoons	Mondays to Fridays, inclusive.....	2:00 to 4:00
Evenings	Tuesdays and Thursdays	7:30 to 9:30

TUITION FEES

DAY CLASSES

Full day, five days per week	\$15.00 per month
Mornings only, five days per week	10.00 per month
Afternoons only, five days per week	12.00 per month
Saturday morning special class for school children, (drawing, painting or clay modelling)	5.00 per month
Ten months course, full days, paid in advance	\$125.00
Ten months course, mornings, paid in advance	85.00
Ten months course, afternoons, paid in advance	105.00

EVENING CLASSES

Two evenings per week	\$ 7.00 per month
Four months term, two evenings per week, paid in advance	25.00
Eight months term, two evenings per week, paid in advance	47.00

ENROLLMENT

Those interested in commencing the study of art should interview the Registrar of the School, whose office is on the 3rd floor of the building. Registration must be made at this office and fees paid to the Bursar. The studios are open for inspection during school hours and the Director or Registrar of the School will be glad to escort visitors and explain the work in detail. From September 15th to May 31st the Sir George Williams College office is open from 9:00 a.m. to 9:00 p.m. (Saturdays 9:00 to 1:00). During the summer months the hours are 9:00 a.m. to 5:00 p.m.

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Instructor in Modelling and Sculpture

Sir George Williams College

OF THE MONTREAL Y.M.C.A.

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